

GREEN transmissions

January/February 1995



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MEET MOEE'S GREEN INDUSTRY OFFICE



Color them green

(Front row, left to right:) Agnes Jackson and ADM Judith Wright.

(Middle:) Peter Constantinou, Nora Gurland, Deborah McKeown.

(Back:) David Reid, Jacquie Maund, Kathleen John, Nick Markettos



Fresh from organizing a successful trade mission to China with Minister Bud Wildman, MOEE's Green Industry Office (GIO) is doing what it does so well — promoting Ontario's green industries and services.

History

It was just two years ago that the GIO set up shop at the former Ministry of Energy. Its mandate: to work with a range of partners to develop a Green Industry Strategy (GIS) for Ontario. The GIO is now a key office within the Conservation and Prevention division.

The players

It was no easy task to get the GIO up and running and clearly it's the people that make it work. Randy Norberg, now head of the Interim Waste Authority, and Nick Markettos were the Green Industry Office's first employees. Nick is still with the office, working with Jacquie Maund, Deborah McKeown, David Reid, Nora Gurland, Peter Constantinou and the support staff, Kathleen John and Agnes Jackson. Each member of the team plays a vital role.

From the start, the GIO has worked closely with the Ministry of Economic Development and Trade (MEDT), particu-

larly Nora Gurland and David Reid of GIO's Business Development Unit. An important part of the GIO, this unit provides business planning advice to environmental businesses and industries and promotes strategic business alliances between Ontario's green industries and foreign firms.

Nora and David recently identified and recruited 25 Ontario companies whose products and services closely matched the needs of a number of foreign businesses from 10 countries. This "match making" took place at the International Partnering Event during the ministry's November EECO Conference.

Initially, GIO staff zeroed in on domestic market development, especially green products and services. The result was a pilot Green Communities Initiative, stressing community-based energy and water conservation and waste reduction and also a Green Industrial Analyses program promoting the economic savings of resource conservation to Ontario industries. Bolstered by the success of these initiatives, MOEE expanded them.

GIO staff also helped bring a number of green industry partners together to form the Ontario Centre for Environ-

mental Technology Advancement (OCETA). OCETA supports green supplier development by helping small companies commercialize new environmental technologies.

GIMAC

In 1993, a Green Industry Ministerial Advisory Committee (GIMAC), headed by Andrew Benedek, Chair and CEO of Zenon Environmental Inc., was set up to provide advice to the minister on the GIS. The 16-member group included representatives from industry, labor, business and environmental groups. Jacquie Maund, Deborah McKeown and Susan Sheehan (who has since left the GIO) worked closely with GIMAC.

During the fall and winter of 1993, the industry-led group met to identify strategic goals for the green industry sector. Jacquie, Deborah and Susan worked long hours, meeting with implementation partners and preparing presentations for Cabinet committees, working and reworking the strategy. The Premier formally announced the GIS Nov. 15, 1994 at the EECO Conference at Toronto's Metro Convention Centre.

China trade mission

One conclusion of the GIMAC report was the need to

develop export markets. With that in mind, the GIO, in cooperation with MEDT, identified the Asia-Pacific region as a key market. While offering vast opportunities, this region also faces some tremendous environmental challenges.

Nick Markettos organized a September trade mission to China. It included the minister, deputy minister and senior industry representatives. Peter Constantinou, who recently moved from the Briefing Secretariat to the GIO to work on international trade and export activities, also worked on the trip.

The trade mission aimed at strengthening the presence of Ontario environ-

mental companies specializing in municipal and industrial water and wastewater treatment in the Asia-Pacific region.

It focused on the Shanghai and Nanjing region, an area of rapid economic growth and environmental significance.

While in China, the group met with government officials who deal with environmental

protection and visited several wastewater treatment facilities.

The high point of the visit occurred when two Ontario companies signed agreements with the Chinese. Aero-O-Flo Environmental Inc. of Burlington signed an agreement with the city of Taixin to construct municipal water and sewage treatment plants. Valued at about \$10 million, the deal is the company's largest single order in 31 years of business. The other agreement calls for CMS Rotordisk of Concord to provide wastewater technology to Jiangsu province. It is valued at more than \$1 million.

More partnerships are ex-



pected to follow, but in the meantime, the GIO team forges ahead, promoting Ontario's green products and services and, in the process, creating jobs in Ontario.

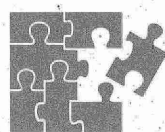
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Women Talk ...



In early 1993, Deputy Minister Richard Dicerni asked five assistant deputy ministers to meet with employees in each of the five designated groups. The purpose of the meetings — to further MOEE's employment equity initiatives. In addition to meeting with these groups, noting their concerns and reporting back to the deputy, each ADM was also asked to share their impressions with MOEE staff in Green Transmissions. The following is by ADM André Castel who met with the ministry's female employees in 1994.

As I wrote this report on my recent information sessions with women, it was pleasant to reflect that — valuable though it is — **Green Transmissions** is no longer the only means by which we at the ministry can keep in touch with each other. The increasing availability of electronic communications, such as E-mail, Daily Currents and InfoShare, is enabling us to send and receive

over the past four months I have travelled to Kingston, London, Barrie, Gravenhurst, North Bay and Sudbury to meet and talk with those involved in delivering environmental protection programs at the local level. I also had two sessions with women from head office branches in Toronto.

It has been a rewarding experience, thanks mainly to the positive attitude of the women involved. I think that until the continuation of the information sessions was confirmed, it was generally believed that the 1993 series was just another "one-off" exercise, with no guarantee that any action would come out of it.

But as the 1994 sessions got going, it became apparent that the decision to continue the dialogue was received as a clear signal of the ministry's commitment to change and improvement. The result was some of the most candid and revealing discussions that I have ever had with staff.

The women I talked with were quick to acknowledge that we have moved forward in some areas such as communications and in the wider distribution of job advertisements, developmental opportunities and human resource policies. They also expressed a renewed

belief in the ministry's determination to improve its human resource practices.

At the same time, we agreed that much remains to be done. Despite the positive nature of the discussions, they revealed strong indications that women are still facing barriers to advancement.

Some of the barriers cited included the absence of training and developmental opportunities, and the lack or inadequacy of advice and assistance in career planning and in the identification and development of individual potential. These and other specific problems must all be tackled as we review and strengthen our human resource practices.

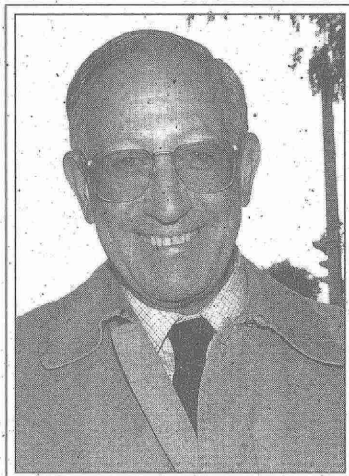
Equally significant, but probably more discouraging because it's less tangible, is the problem of management attitudes in some parts of the ministry.

I stress the word some, be-

cause in recent years we have made strides towards equality, many of which can be attributed to enlightened managers. Nevertheless, outdated attitudes do exist and will need to be recognized as managers at all levels are trained to deal appropriately and effectively with their staff.

To sum up, things are changing at MOEE, but we are still a long way from where we want to be vis-à-vis equality of opportunity for women. That is why the dialogue will continue. During the next few months, I will again embark on a series of regional visits.

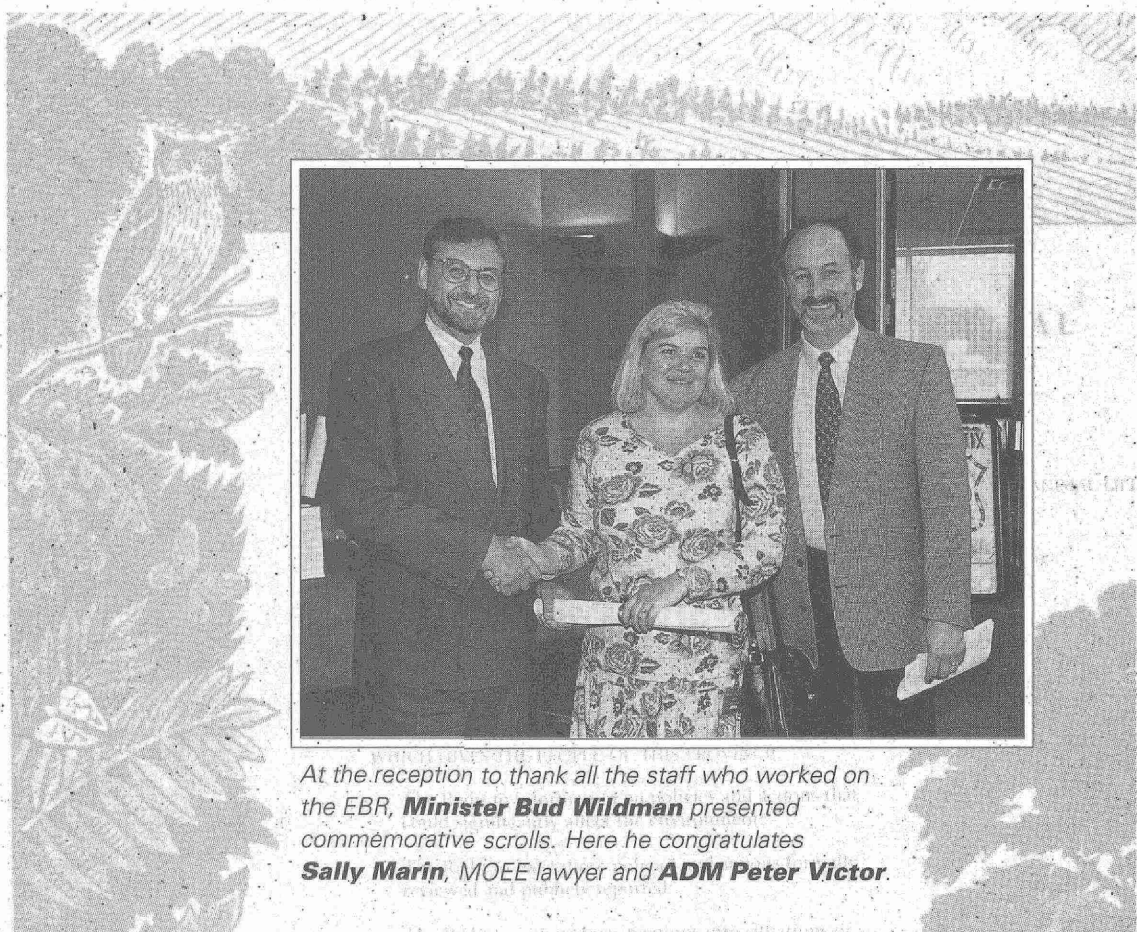
I believe that our discussions will continue to be positive. But I also know that they must produce action and results and I fully expect to be held accountable by the women of this ministry as we work together to achieve them.



information on a scale and at a speed that was previously impossible.

It was in the first edition of the Human Resource News, distributed in June via E-mail and InfoShare, that the decision to continue information sessions with designated groups was made widely known.

My responsibility is to the women of the ministry and



At the reception to thank all the staff who worked on the EBR, **Minister Bud Wildman** presented commemorative scrolls. Here he congratulates **Sally Marin**, MOEE lawyer and **ADM Peter Victor**.



Way to go Helle!

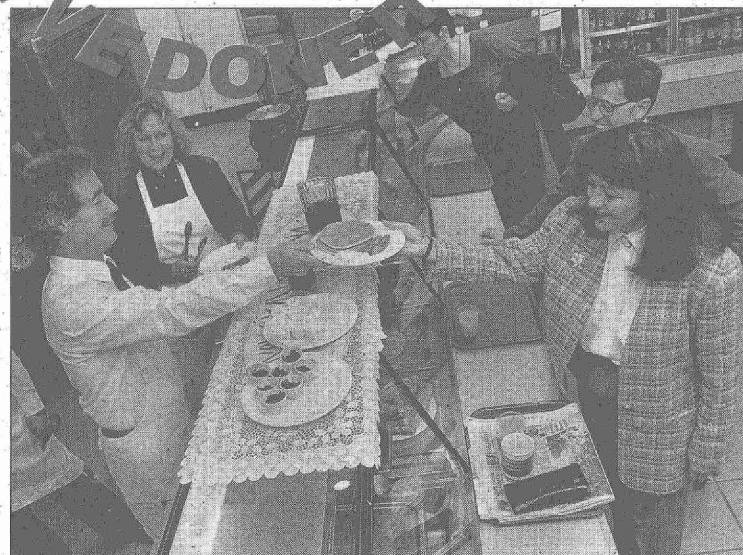
Congratulations to former Science and Technology Director **Helle Tosine**, now Director of Program Development. She's the winner of the 1995 Clara Benson award. The award recognizes a distinguished contribution to chemistry by a woman. As a recipient, Helle will lecture at this spring's Canadian Society for Chemistry Conference and Exhibition in Guelph.



MOEE reached its United Way target of \$104,000 again.

Congratulations to the executive committee, Dan Dobrin, chair, Val Mauro, vice chair, Richard Brown, treasurer, Jan Shwetz, assistant, George Horwood, communications and Elle de Champagne, special events.

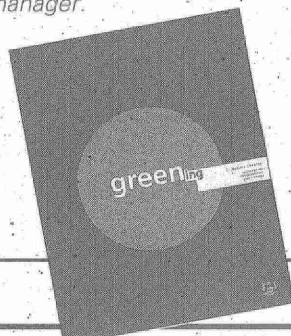
Well done team!



Senior staff members do the serving at the Deputy's Breakfast, one of the many United Way special events.

Get 'em while they last

Greening, MOEE's annual report for 1993-1994 is now available. If you haven't seen it yet, you can get a copy from your admin manager.



Green Transmissions

January/February 1995

Editor: Linda Cooper
Design/Layout: Frank Loconte
Photographers: Tessa Buchan, Steve Stober
Contributors: André Castel, Susan Edwards

Green Transmissions is the Ministry of Environment and Energy's employee newsletter. It is produced by the Public Affairs and Communications Branch and shows the ministry's programs and policies through its people. It is printed on 100 per cent post consumer recycled stock.

Green Transmissions welcomes letters, photographs and stories. Be sure to provide contact names and telephone numbers with your stories and letters. Black and white photographs are preferred. If black and white photos are not available, please send negatives with color prints. Please give six to eight weeks' notice for upcoming events to ensure that they are reported in a timely fashion.

Address correspondence to:
Green Transmissions
Public Affairs and Communications Branch
Ministry of Environment and Energy
2nd Floor, 135 St Clair Avenue West
Toronto, Ontario M4V 1P5
Telephone: (416) 323-5956
Fax: (416) 323-4643
Email Address: COOPERLI @ENVPACN1
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Barbara's Czech adventure

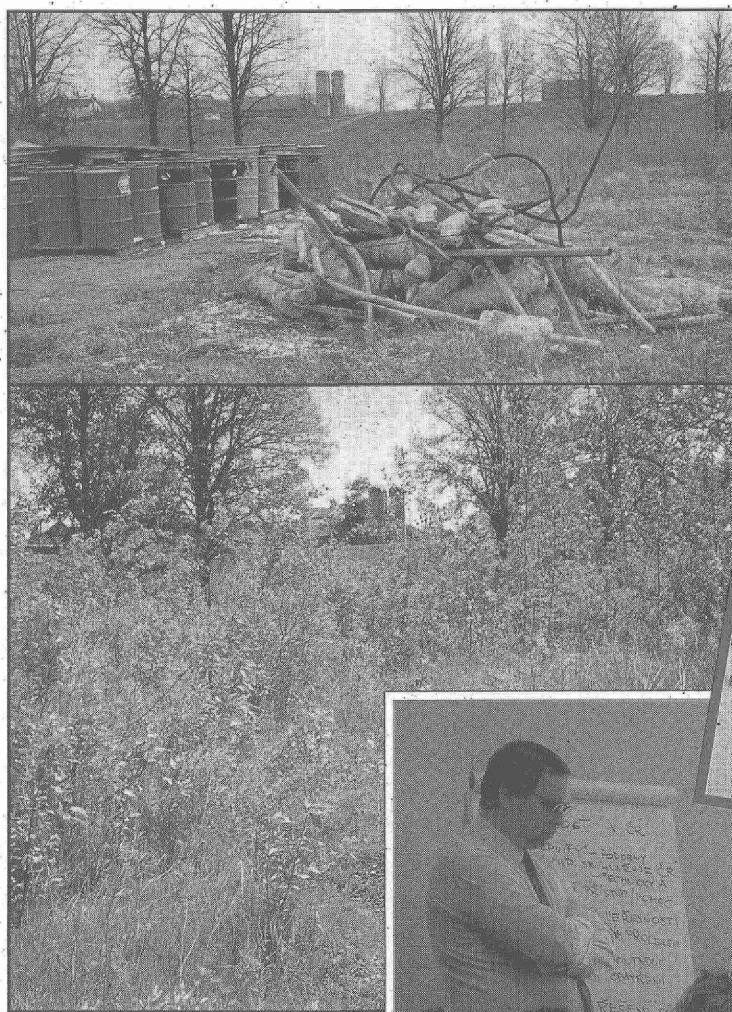
Barbara Trehilcock's first impressions of the Czech Republic were of a green and pleasant land. Except for diesel fumes, the air in the fledgling republic's capital city Prague was good. The countryside she passed through on the bus trip south to the Castle Trest — though dotted with abandoned factories — was clean and green. Her first impressions belied the reason for her trip to the Eastern European country.

Last June, Barbara, the assistant director of West Central Region, travelled to the Czech Republic to speak at a conference titled, *Management of Environmental Liabilities During Privatization in the Czech Republic*. She was invited by Hatch Associates Limited, a Mississauga-based consulting company that coordinated the project for the Canadian and Czech governments.

The Czech government was involved in the conference since it is committed to creating a market economy, in part, by selling the country's state-owned companies. The conference also drew the attention of potential buyers of these companies, including local and foreign business people, who do not want to be held liable for the pollution left behind by the communists after the Velvet Revolution in 1989.

At the conference, Barbara spoke to about 100 business and government people about her experience with the sale of the recycling company Varnicolor to Philip Environmental Inc. As a member of the ministry team that assisted with the sale of the Elmira-based company, she was the ideal person to address the group.

The Varnicolor saga began after ministry inspectors found 4,500 drums and 30 tanks of waste on Varnicolor's properties at a time when the company was licensed to store



Varnicolor - before and after the cleanup.

Barbara attends a workshop at Castle Trest in South Moravia.

only 300 drums of waste. Subsequent testing showed that the soil and groundwater were contaminated. The owner was charged with numerous violations under the Environmental Protection Act and the company shut down.

With the company closed, it was the ministry's job to make sure Varnicolor's president and owner, Severin Argenton, did not escape responsibility for the environmental damage and for cleaning up three Varnicolor sites.

The 18-month public consultation and financial negotiations which followed required some creative problem-solving, Barbara admits. First, Argenton refused to cooperate during the sale, even though the court said it would reduce his eight-month sentence if he did.



Barbara at the Museum of Prague.

Second, Philip Environmental Inc. agreed to clean up known contamination at the three sites. However, the Hamilton-based company did not want to be liable for pollution caused by the previous owner but discovered years down the road.

Third, all the negotiations, except those for the Indemnity Agreement between the ministry and Philip, took place in the public eye. The ministry set up a public liaison committee with representatives from the town, Waterloo Region and local environmental committees. The liaison committee's purpose was to make sure the stakeholders had a say about the technical requirements for the cleanup and the new Certificate of Approval. In the end, the committee also had a say in which party would be responsible for what aspect of the environmental damage.

The Czech government was anxious to hear about the Varnicolor sale because it must find ways to clean up pollution with only limited means. Business people were interested because of Philip's limited liability. Both were keen to learn more about the public consultation process.

A new voice in Czech life

The public is a new voice and a new force in Czech life, according to Barbara. During the 41 years of communist rule, officials did what was needed to build up the country's heavy industries such as steel, iron and automobile manufacturing. For Czechoslovakia, this policy meant one of the highest levels of economic development in Central and Eastern Europe. But it came at the expense of the environment.

So the Czech Republic inherited a legacy of environmental problems when it and Slovakia were created Jan. 1, 1993 with the dissolution of Czechoslovakia.

For example, one of the case studies cited at the conference was of OSTRAMO Vleek a spol. Ltd., of Ostrava, a city in the east well known for its steel industry. The only refiner of used oil in the country, OSTRAMO was bought in the first privatization wave in 1991.

Although the company is not one of the major polluters in the city, it uses sulphuric acid in the last phase of the refining oil process and dumps

the highly toxic waste sludge into three lagoons.

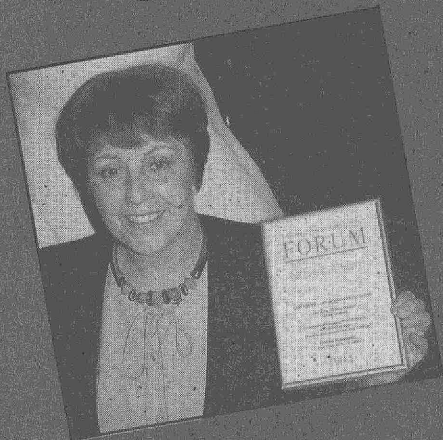
Worried city officials and the public complained for years about the odor and the threat to the groundwater supply. Until 1989, however, their voices were unheard. That changed after the Velvet Revolution. Negotiations to modify the refining process at OSTRAMO and to clean up the area included the government and company owners, city officials and, for the first time, local residents.

Now that information is no longer being suppressed, people are more knowledgeable about what is and has been going on, Barbara says. In some respects, the interest in the environment is public driven.

On reflection, Barbara says her two days at the workshop were a humbling experience. "They have much more to deal with than we do — there's virtually no money for cleanups and little or no reliable data on past waste handling practices."

Still she is optimistic about the Czechs' ability to deal with their problems. "They are educated, determined, proud and energetic. They will do the job."

We've got a winner



Kudos to PACB's **Jeannine Holden**, who won a silver FORUM award for *Earth News/Les nouvelles du globe*, MOEE's newsletter for elementary school children. **James Graham** oversaw its production.

Let's hear it for EECO '94

This year's Environment and Energy Conference of Ontario, known as EECO, was the biggest ever. It was also the first ever. That's because the Technology Transfer Conference and the Ontario Conference on the Environment were recently combined to form EECO.

Though a good turnout was anticipated, the response to EECO exceeded all expectations. Nearly 900 people attended the conference which featured more than 30 sessions and 60 poster presentations.

A conference of this size and scope requires a tremendous amount of planning and hard work. In fact, it takes a full year to organize an event of this scale, and planning for next year's EECO is already under way. If you have any ideas or would like to volunteer, you can contact George Zegarac at 323-4581.

The EECO team

This year's event was organized by the Research and Technology Section of the Fiscal Planning and Information Management Branch, the same group that brought you the Technology Transfer Conference. The branch is headed by Director **Carl Griffith**, who acted as the conference chair. The Public Affairs and Communications Branch (PACB) and the Green Industry Office (GIO) also played important roles. In addition, staff from



(Above): EECO Chair **Carl Griffith** opens the conference. Seated are Minister **Bud Wildman** and **Rene Faraggi**, Consul General, Chilean Consulate.
(Above, left): Awards Banquet

EECO HIGHLIGHTS

Plenary session

Premier Bob Rae addressed the conference. He officially launched Ontario's Green Industry Strategy which focuses on technology development, business development and trade promotion in this key sector.

Other speakers:

Sr. Rene Faraggis, Chilean Consul General
Anthony Comper, President, Bank of Montreal
Minister Bud Wildman

The Partners' Forum and Poster Presentation

The forum brought together academics, business people, research and development agencies and government to translate their ideas into commercial opportunities. Sixty poster presentations on environmental research projects were on view as part of the forum.

International Partnering on the Environment

Ontario environmental companies with innovative technologies and services linked up with companies from 10 countries to develop strategic alliances. One of the meetings arranged during this event was between CENSOL, a consortium representing eight Ontario firms, and a Chinese delegation led by the Deputy Mayor of Wuxi, China and representatives from the Wuxi Municipal Construction Commission. This commission is responsible for the planning, approval and construction of municipal infrastructure projects. Important introductions were made at these

Student Awards

Nisheeth Bahadur, graduate University of Toronto's Department of Chemical Engineering and Applied Chemistry
Mukesh Sharma, graduate University of Waterloo, Department of Civil Engineering
Hayley Hung, undergraduate University of Toronto, Department of Chemical Engineering and Applied Chemistry
Christina Ragona, undergraduate Queen's University, Department of Civil Engineering

MOEE Staff Awards

Scott Fleming, (right) Senior Regulatory Toxicologist and Stuart Bailey, (middle) Senior Adviser Risk Management and Biotechnology, Standards Development Branch received an award for their contributions to the Development of Multimedia Standards for Lead Embracing the Comprehensive Integration of Risk Assessment and Risk Management. Working together to develop standards for lead, Scott Fleming developed the risk



assessment component, while Stuart Bailey focused on risk management.

Gilles Castonguay, (left) Senior Engineer, Science and Technology Branch was honored for his effective liaison officer duties in the successful completion of the environmental technologies program's project, Electrochemical Membrane Recovery Systems. This project involves the recycling and reusing of valuable industrial materials used in the steel manufacturing industry and the metal finishing industry.

MOEE Poster Award

A plaque was awarded to Nancy Burnham, University of Guelph School of Engineering for her poster presentation titled *Field Experiments on Groundwater Contamination from Septic Tank Leaching Beds*.

MOEE Pollution Prevention Awards

These awards are linked to the ministry's Pollution Prevention Pledge Program. They recognize successful development of pollution prevention programs leading to environmental and economic improvement in industrial facilities.

Achievement Award: Small Facility — Davlin Cleaners Ltd., Rexdale
Achievement Award: Medium Facility — Elf Atochem Canada Inc., Oakville
Achievement Award: Large Facility — Xerox Canada, Canadian Manufacturing Operation, Mississauga
Leadership Award: Organization — Hamilton District Autobody Repair Association



Shari and Roger take a breather.

across the ministry generously volunteered their time to help with everything from stuffing envelopes to interpreting for international delegations.

Research and Technology manager **George Zegarac** oversaw the whole operation, acting as advisory committee chair and chief troubleshooter.

Roger Scott filled the biggest shoes of EECO 94, acting both

as organizing committee chair and as program co-chair. Roger organized every aspect of the conference, from co-ordinating posters and booths and arranging for speakers and sessions, to making sure there was enough food for the lunches and

banquet.

Shari Pengilley working closely with Roger on the million day-to-day details, helped co-ordinate the program. Staffers **Ana Rosati** and **Kirsten Mania** worked on the International Partnering Event, one of the highlights of EECO. They also helped with booths and the Partners' Forum and Kirsten worked closely with the GIO on Green Connections. **Bak Chauhan** helped co-ordinate the program and arrange for the speakers.

PACB staff had a hand in EECO from the beginning. Graphic artist **Frank Loconte** designed the new logo and all the program materials. **Jan Stein** worked with the conference exhibit company, making sure all the displays were set up properly. **Marjan Medved** acted as a communications adviser and **Sylvie Lapointe** handled the media.

For the past 15 years, dedicated MOEE staff have pulled together, working on the predecessors to this conference in addition to their own jobs and doing whatever it takes to make each huge event a success. This year was no exception.



Some of the 1994 EECO team.
(Front, l-r):

Chris Cincar, Nora Gurland, Shari Pengilley, Jan Stein, Ana Giorno, Ana Rosati, Marjan Medved.

(Middle):

David Chung, Carl Griffith, George Zegarac, Roger Scott, Kirsten Mania.

(Back):

Riaz Vellani, Bob Hartogsveld, Robert Bilyea.

meetings and a variety of projects were discussed. These projects are currently being considered by both sides.

Green Connections

To assist with networking, a database of pre-registered delegates was available on site. The database was also available on floppy disc.

MOEE Excellence in Research and Technology Development Awards

For the eighth year, awards were presented in three categories.

Principal Investigator Award

Donald Hastie, Paul Shepson and John McConnell, York University